

ORDER

Orders	Order / Rev:	1277765	
	Alt Order #:	08328181	
	Product Desc:	REED FOR CONGRESS	
	Estimate:	927C03	
	Flight Dates:	09/27/16 - 10/03/16	Primary AE: Jim Quinn
	Original Date / Rev:	07/20/16 / 09/21/16	Sales Office: T-PHI
	Order Type:	Political	Sales Region: NAT

Agency	Name:	Smart Media Group Inc/ POL	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		1427 Leslie Avenue	Billing Cycle: WEEKLY
		Alexandria, VA 22301	Agency Commission: 15%

Advertiser	Name:	Reed, Tom / Republican / Congress	New Business Thru:
	Demographic:	A35+	Order Separation: 00:15:00
	Product Codes:	PL-US House Representative	Advertiser External ID: 98895
	Priority:	P04-GB	Agency External ID: 7611AG
	Revenue Codes:	AGY, (POL) Political, (POL) Candidate	Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/02/16	15	\$7,450.00	\$6,332.50
10/03/16	10/09/16	5	\$2,800.00	\$2,380.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	20	\$10,250.00	\$8,712.50	0.00
Totals	20	\$10,250.00	\$8,712.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WGRZ	34%	\$10,250.00
Market	100%	\$30,147.06

Competitive Share	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	38%	\$11,455.88
WKBW	16%	\$4,823.53
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	1%	\$301.47
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	11%	\$3,316.18

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WGRZ	09/30/16	09/30/16	Today Show Today Show	CM	Today Show	----F--	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
NULL TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/26/16	10/02/16	----F--		1		\$300.00		0.00					
E 3	WGRZ	10/03/16	10/03/16		CM	430-5a	M-----	:30	1	\$50.00	P04-C	0.00	NM	1	\$50.00

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Advertiser: Reed, Tom / Republican / Congress
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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Local News @ 430a M-F 2 Early Daybreak (4:30 AM-5:00 AM)															
NULL 2 EARLY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	M-----			1		\$50.00			0.00			
E 5	WGRZ	10/03/16	10/03/16	ET 7-730p	CM	7-730p	M-----	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
Entertainment Tonight (7:00 PM-7:30 PM)															
NULL ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	M-----			1		\$300.00			0.00			
E 6	WGRZ	10/03/16	10/03/16	Today Show	CM	Today Show	M-----	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
Today Show															
NULL TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	M-----			1		\$300.00			0.00			
E 7	WGRZ	10/03/16	10/03/16	Mon Prime Other	CM	8p-11p	M-----	:30	1	\$1,400.00	P04-C	0.00	NM	1	\$1,400.00
Mon Prime Special (8:00 PM-10:00 PM)															
NULL THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	M-----			1		\$1,400.00			0.00			
E 8	WGRZ	10/01/16	10/01/16	Local News @ 6p Sa	CM	6p-630p	-----S-	:30	1	\$400.00	P04-C	0.00	NM	1	\$400.00
Sat News (6:00 PM-6:30 PM)															
NULL CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/26/16	10/02/16	-----S-			1		\$400.00			0.00			
E 9	WGRZ	10/01/16	10/01/16	Today Show Sa	CM	7a-9a	-----S-	:30	1	\$225.00	P04-C	0.00	NM	1	\$225.00
NBC Today Show (Sa)															
NULL SATURDAY TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/26/16	10/02/16	-----S-			1		\$225.00			0.00			
E 10	WGRZ	10/02/16	10/02/16	Local News @ 7a Su	CM	7a-8a	-----S	:30	1	\$250.00	P04-C	0.00	NM	1	\$250.00
Daybreak Sunday 7-8a (7:00 AM-8:00 AM)															
NULL SUNDAY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/26/16	10/02/16	-----S			1		\$250.00			0.00			
E 11	WGRZ	10/02/16	10/02/16	NFL Su Night Game	CM	NFL Regular Seas	-----S	:30	1	\$1,400.00	P04-C	0.00	NM	1	\$1,400.00
NFL Regular Season (8:15 PM-11:45 PM)															
NULL NFL SUN KC/PIT 10/2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/26/16	10/02/16	-----S			1		\$1,400.00			0.00			
E 12	WGRZ	09/29/16	09/29/16	Thu Prime C	CM	10p-11p	---T---	:30	1	\$1,600.00	P04-C	0.00	NM	1	\$1,600.00
Thu Prime C															
NULL THE BLACKLIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/26/16	10/02/16	---T---			1		\$1,600.00			0.00			
E 13	WGRZ	09/29/16	09/29/16	Local News @ 430a M-F	CM	430-5a	---T---	:30	1	\$50.00	P04-C	0.00	NM	1	\$50.00
2 Early Daybreak (4:30 AM-5:00 AM)															
NULL 2 EARLY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/26/16	10/02/16	---T---			1		\$50.00			0.00			
E 15	WGRZ	09/29/16	09/29/16	Today Show	CM	Today Show	---T---	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
Today Show (7:00 AM-9:00 AM)															
NULL TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/26/16	10/02/16	---T---			1		\$300.00			0.00			
E 16	WGRZ	09/27/16	09/27/16	Local News @ 430a M-F	CM	430-5a	-T-----	:30	1	\$50.00	P04-C	0.00	NM	1	\$50.00
2 Early Daybreak (4:30 AM-5:00 AM)															
NULL 2 EARLY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/26/16	10/02/16	-T-----			1		\$50.00			0.00			
E 17	WGRZ	09/27/16	09/27/16		CM	Today Show	-T-----	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show											
				Today Show											
NULL TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/26/16		09/26/16	10/02/16	-T-----			1		\$300.00			0.00			
E 18	WGRZ	09/28/16	09/28/16	Local News @ 430a M-FCM		430-5a	--W----	:30	1	\$50.00	P04-C	0.00	NM	1	\$50.00
				2 Early Daybreak		(4:30 AM-5:00 AM)									
NULL 2 EARLY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/26/16		09/26/16	10/02/16	--W----			1		\$50.00			0.00			
E 19	WGRZ	09/28/16	09/28/16	ET 7-730p	CM	7-730p	--W----	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
				Entertainment Tonight		(7:00 PM-7:30 PM)									
NULL ENTERTAINMENT TONIGH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/26/16		09/26/16	10/02/16	--W----			1		\$300.00			0.00			
E 20	WGRZ	09/28/16	09/28/16	Wed Prime A	CM	8p-9p	--W----	:30	1	\$1,125.00	P04-C	0.00	NM	1	\$1,125.00
				Wed Prime A		(8:00 PM-9:00 PM)									
NULL BLINDSPOT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/26/16		09/26/16	10/02/16	--W----			1		\$1,125.00			0.00			
N 21	WGRZ	10/03/16	10/03/16	Mon Prime C	CM	10p-11p	M-----	:30	1	\$750.00	P04-C	0.00	NM	1	\$750.00
				Mon Prime C											
NULL THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	M-----			1		\$750.00			0.00			
N 22	WGRZ	09/27/16	09/27/16	Local News @ 6p M-F	CM	6-630p	-T-----	:30	1	\$550.00	P04-C	0.00	NM	1	\$550.00
				Local News @ 6p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/26/16		09/26/16	10/02/16	-T-----			1		\$550.00			0.00			
N 23	WGRZ	09/28/16	09/28/16	Local News @ 6p M-F	CM	6-630p	--W----	:30	1	\$550.00	P04-C	0.00	NM	1	\$550.00
				Local News @ 6p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/26/16		09/26/16	10/02/16	--W----			1		\$550.00			0.00			
													Totals	20	\$10,250.00